

Michael E. Rau

757.717.5775 • m.rau@asoundidea.com • asoundidea.com

Content Creator & Columnist • Multimedia Producer • Communications Consultant

PROFILE

Award-winning broadcast journalist, writer and digital producer who holds high the standard of providing complete, accurate and trustworthy content to all audiences. Strongly value the belief that compelling writing, creative storytelling, quality video, skilled multimedia display and story extras will reach and retain audiences. Wide breadth of journalism, digital and civic engagement experience means bringing a unique perspective, style and approach to writing and content presentation. Fascination with the processes of communication and collaboration make every assignment feel fresh and exciting.

SKILLS AND STRENGTHS

- Excellent judgment
- Multimedia campaign creation and implementation
- Creation of original, thoughtful content
- Artistic vision and direction
- Self-motivated
- Advanced web skills
- Team collaboration
- Strong understanding of online databases
- Website content and SEO strategy
- Advanced coding skills in HTML and CSS
- Confident making strategic decisions
- Value excellence of content across multiple platforms
- Openness to differing viewpoints
- Provide leadership in team training
- Progressive thinker
- Commitment to quality grounded in strong morals and ethics

PROFESSIONAL EXPERIENCE AND SPECIALTIES

Content Creator • Writer • Columnist

- Ability to create useful content across multiple platforms to engage, enlighten and entertain
- Established career as a writer, editor and blogger
- Extensive experience as a copywriter for newspapers and online publications
- Specialties include local and state government, social issues, art, history, community and more
- Creator of narrative essays and opinion pieces
- Collaborate and contribute to writing news of the day and breaking news stories
- Author of more than 100 published bi-weekly columns covering various tech-related topics

Communications Consultant • Campaign Management • Event Promotion

- Advise on management of external communications and media relations
- Provide training for interviews and on-air appearances
- Advise on use of web and social media to connect with audiences
- Train coworkers and clients to work on various online platforms
- Accommodate concerns and address individual online training needs
- Inspire others to embrace ever-changing technologies
- Plan and execute special events
- Conduct political campaign research
- Strategic and tactical planning
- Negotiate and conduct media buys
- Serve as media spokesperson and press secretary
- Write, direct and perform voiceovers for on-air commercial spots
- Host call-in radio talk shows
- Organize, produce and stage manage a variety of concerts and live performances at various venues

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Digital Producer • Web Design • Website Administration

- Strategize, create and maintain engaging, continually refreshing web content
- Skilled web designer and builder
- Strong skills working in current web technologies
- Experience with close to a dozen content management systems
- Well-versed using image and video editing software
- Work on specialized content management systems designed for media websites
- Successfully convert websites from one version to another
- Installation and configuration of open-source content management systems
- Confident administering both front and back ends of different system platforms
- Use analytics in web content management
- Contemporize stale websites and content by creating useful and engaging web and social platforms
- Coordinate programming, production and copywriting

EMPLOYMENT & FREELANCE HISTORY

- **Proprietor**, Albemarle Sound Ideas (ASI), Virginia Beach, VA 1977–present
- **Assignment Editor/Digital Producer**, WVEC-TV 13, Norfolk, VA 2010–present
- **Contributing Columnist**, AltDaily.com, 2012–2019
- **Media and Communications Consultant**, multiple political campaigns, 1991 - 2022
- **Program Fellow/Communications Consultant**, Hampton Roads Center for Civic Engagement, 2009–2016
- **Campaign Co-Manager/Media and Communications Consultant**, Molly Ward for Mayor of Hampton, 2012
- **Community Engagement/Social Media Coordinator**, City of Hampton, VA 2009–2011
- **Contributing Columnist**, *Daily Press*, Newport News, VA 2005–2009
- **Internet Editor**, wavy.com and myfoxhamptonroads.com, WAVY TV 10, Portsmouth, VA 2006–2008
- **Assignment Editor**, WAVY TV 10 and WVBTV FOX 43 TV, Portsmouth, VA 1999–2006

ACCOMPLISHMENTS

- Senior internet editor of wavy.com when it was named Best TV News Website by Virginia Associated Press in 2007.
- LIN Television Circle of Excellence award winner
- Creator and producer of a critically-acclaimed series of concerts featuring national and local blues, soul and R&B artists, presented at multiple venues throughout Hampton Roads.
- Founder, Friends of Progressive and Alternative Radio – or FOPAR – a non-profit organization advocating artistic consideration in radio programming

TECHNICAL PROFICIENCIES AND EXPERIENCE

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|-------------|--------------------|---------------|
| • MS Office | • WorldNow | • InDesign |
| • Joomla | • MyFox | • Photoshop |
| • WordPress | • Google Analytics | • Dreamweaver |
| • Drupal | • Quantcast | • Illustrator |
| • HTML | • Webalizer | • Facebook |
| • CSS | • DPP | • YouTube |
| • PHP | • Clickability | • Vimeo |

Further information and references available upon request